

Ford AFV Resale Experience

- Production AFVs since 1996 MY
- More alternative fuel vehicles than any other OEM
- Natural Gas, Propane and Ethanol vehicles
- Significant purchases by internal company fleets



Ford Company Vehicle Resale

- Primarily natural gas and propane
- Low mileage vehicles
- Excellent condition
- Located throughout the US
 - Seattle -- WTO
 - Detroit
 - Demos



Traditional Resale Methods

- Direct employee sales
 - Doesn't reach target market
- Regional Auctions
 - Difficulty connecting customers and vehicles
 - Low resale value



Online Auction

- Available through Ford Dealers
- Access to vehicles nationwide
- Opportunity to promote vehicles to most appropriate customers
- Minimum price can be set
- Auction process can increase vehicle resale value
- Shipping costs are required





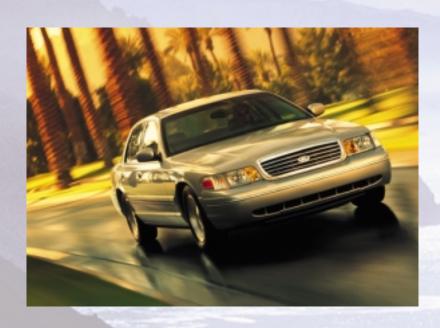
Online Auction

- The Online Auction has been successful
 - New AFV customers have been identified
 - Resale value has been increased





Dedicated Natural Gas Crown Victoria





Taxi Applications - Used Vehicles





Dedicated Natural Gas Econoline Van & Wagon







Next Steps

 Can the Ford online auction process be applied to other fleets?



alternative fuel vehicles

